

ORDER

KSNV

Orders
Order / Rev: 105149.7
Alt Order #: 06838590
Product Desc: AMER FOR PROSPERITY
Estimate: 466
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/06/12 / 08/27/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Mentzer Media Services, Inc.
Buying Contact:
Billing Contact:
 600 Fairmont Ave.
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Americans for Prosperity - Raised
Demographic: A35+
Product Codes: PLI2
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	51	\$41,775.00	\$35,508.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	51	\$41,775.00	\$35,508.75	0.00
Totals	51	\$41,775.00	\$35,508.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$41,775.00
Market	100%	\$112,905.41

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$33,871.62
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$23,710.14
KTUD	0%	\$0.00
KVVU	10%	\$11,290.54
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$2,258.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wa@M	6-7a		-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP W/ WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/27/12	09/02/12	-TWTF--	4		\$700.00		0.00						

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E 1	KSNV	08/28/12	08/31/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP W/ WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			4		\$700.00		0.00				
E 2	KSNV	08/28/12	08/31/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	3	\$1,400.00	1	0.00	NM	3	\$4,200.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			3		\$1,400.00		0.00				
E 3	KSNV	08/28/12	08/31/12	M-F Today Show II 3rd Hour M-F Today Show II	CM	9-10a	-TWTF--	:30	3	\$500.00	1	0.00	NM	3	\$1,500.00
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			3		\$500.00		0.00				
E 4	KSNV	08/28/12	08/31/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			4		\$450.00		0.00				
E 5	KSNV	08/28/12	08/31/12	M-F Early News M-F Early News	CM	5-630p	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
EARLY NEWS 3 AT 5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			4		\$1,000.00		0.00				
E 6	KSNV	08/28/12	08/31/12	M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune	CM	630-730pm	-TWTF--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			4		\$1,000.00		0.00				
E 7	KSNV	08/31/12	08/31/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	----F--	:30	1	\$800.00	1	0.00	NM	1	\$800.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	----F--			1		\$800.00		0.00				
E 8	KSNV	08/28/12	08/31/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	3	\$1,100.00	1	0.00	NM	3	\$3,300.00
NEWS 3 NITESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			3		\$1,100.00		0.00				
E 9	KSNV	08/28/12	08/31/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-TWTF--			4		\$425.00		0.00				
E 10	KSNV	09/01/12	09/01/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$625.00		0.00				
N 11	KSNV	09/01/12	09/01/12	Sa-Su Early News Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$650.00		0.00				
N 12	KSNV	09/01/12	09/01/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
JEOPARDY/WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	-----S-			1		\$500.00		0.00				
N 13	KSNV	09/01/12	09/01/12		CM	730-758pm	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				To the Point - PM											
				To the Point											
TO THE POINT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-		1			\$375.00			0.00			
N 14	KSNV	09/01/12	09/01/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS 3 NITESIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S-		1			\$1,100.00			0.00			
N 15	KSNV	09/02/12	09/02/12	News 3 Sunrise - SUND&M		6a-7a	-----S	:30	1	\$325.00	1	0.00	NM	1	\$325.00
				News 3 Sunrise SUNDAY											
NEWS SUN WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S		1			\$325.00			0.00			
N 16	KSNV	09/02/12	09/02/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Sunday Today											
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S		1			\$625.00			0.00			
N 17	KSNV	09/02/12	09/02/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Meet the Press											
MEET THE PRESS SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S		1			\$3,000.00			0.00			
N 18	KSNV	09/02/12	09/02/12	Sa-Su News 3 at ElevenCM		11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S		1			\$1,100.00			0.00			
N 19	KSNV	09/02/12	09/02/12	Sports Night in Las Vegas&M		Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
SPORTS IN VEGAS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-----S		1			\$400.00			0.00			
N 20	KSNV	09/03/12	09/03/12	M-F 6-7a WakeUp w/Wa&M		6-7a	M-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
				M-F 6-7a WakeUp w/Wagners											
WAKE UP W WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----		1			\$700.00			0.00			
N 21	KSNV	09/03/12	09/03/12	Today Show	CM	658a-9am	M-----	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Today Show											
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----		1			\$1,400.00			0.00			
N 22	KSNV	09/03/12	09/03/12	M-F Today Show II 3rd H&M		9-10a	M-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
				M-F Today Show II											
TODAY SHOW 2															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----		1			\$500.00			0.00			
N 23	KSNV	09/03/12	09/03/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
DR PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----		1			\$450.00			0.00			
N 24	KSNV	09/03/12	09/03/12	M-F Early News	CM	5-630p	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
				M-F Early News											
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----		1			\$1,000.00			0.00			
N 25	KSNV	09/03/12	09/03/12		CM	630-730pm	M-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Jeop/Wheel											
				M-F Jeopardy/Wheel of Fortune											
				JEOPARDY/WHEEL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1		\$1,000.00			0.00			
N26	KSNV	09/03/12	09/03/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$800.00	1	0.00	NM	1	\$800.00
				Face to Face w/ J.Ralston											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1		\$800.00			0.00			
N27	KSNV	09/03/12	09/03/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				M-F News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1		\$1,100.00			0.00			
N28	KSNV	09/03/12	09/03/12	The Tonight Show	CM	1135p-1237a	M-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
				Tonight Show											
				TONITE SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/03/12	09/09/12	M-----			1		\$425.00			0.00			
N29	KSNV	08/28/12	08/30/12	Face to Face in PRIME	CM	8-11pm	-TWT---	:30	2	\$800.00	1	0.00	NM	2	\$1,600.00
				Face to Face in PRIME											
				FACE TO FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		08/27/12	09/02/12	-TW----			2		\$800.00			0.00			
													Totals	51	\$41,775.00